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| AMENDMENT TRANSMITTAL LETTER | | | Docket No. UVI 3.9-006 CON |
| Application No. 09/922,232-Conf. #7566 | Filing Date August 3, 2001 | Examiner J. D. Carlson | Art Unit 3622 |

Applicant(s): Samuel Sergio Tenenbaum

Invention: COMPUTERIZED ADVERTISING METHOD AND SYSTEM

TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is an amendment in the above-identified application.
The fee has been calculated and is transmitted as shown below.

| CLAIMS AS AMENDED | | | | | |
|--|---|---|-----------------------------------|------|------|
| | Claims Remaining After Amendment | Highest Number Previously Paid | Number Extra Claims Present | Rate | |
| Total Claims | 61 | - 67 = | | x | |
| Independent Claims | 14 | - 17 = | | x | |
| Multiple Dependent Claims (check if applicable) <input type="checkbox"/> | | | | | |
| Other fee (please specify): | | | | | |
| TOTAL ADDITIONAL FEE FOR THIS AMENDMENT: | | | | | 0.00 |

- ☐ Large Entity ☒ Small Entity
- ☒ No additional fee is required for this amendment.
- ☐ Please charge Deposit Account No. _____ in the amount of \$ _____.
A duplicate copy of this sheet is enclosed.
- ☐ A check in the amount of \$ _____ to cover the filing fee is enclosed.
- ☐ Payment by credit card. Form PTO-2038 is attached.
- ☒ The Director is hereby authorized to charge and credit Deposit Account No. 12-1095
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- ☒ Credit any overpayment.
- ☒ Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.

Joseph B. Lerch
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Dated: November 9, 2005

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I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail, in an envelope addressed to: MS Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.

Dated: November 9, 2005 Signature: (Joseph B. Lerch)

IN THE DESCRIPTION

At page 5, after line 28, please enter the following paragraph:

In accordance with the present embodiment, the animated character and sound are rendered through software technology which is already present in the computer for the production of graphic information and sound. Two general-purpose graphics/multimedia programs have been identified: Flash and GIF to display graphic objects. It has also been disclosed that sound may be provided in the form of a WAV object, and previously it has been indicated that MP3, Quicktime, Real Audio, and AVI objects may also be used. Thus, use is made of general-purpose multimedia software which is already present on the computer. This makes it unnecessary to have software installed on the computer which is “dedicated” to the production of the multimedia characters, i.e. it has no other purpose.